



# Bachelor's Degree Program *Business Administration*

## Specialization: **Sales and Marketing**

### ABOUT THIS DEGREE PROGRAM

Businesses large and small are the core of the American economy. Earning a bachelor's degree in the Business Administration degree program at DeVry University can help you launch a successful career in many business areas and industries, such as finance, accounting, operations, marketing or project management.

Our program can help you develop critical communication and interpersonal skills, as well as teach you key business concepts and tactics. As a student, you can address real business issues taken from the boardrooms and offices of Fortune 500 companies.

Our Business Administration degree program is designed to accommodate students with a wide range of experiences, including those with little or no prior college education or work experience. While earning your bachelor's degree, you can benefit from selecting a business specialization that can further prepare you for a specific career path of your choosing.

#### Specializations offered within the Business Administration degree program:

- Accounting
- Business Information Systems
- Finance
- Health Services Management
- Hospitality Management
- Human Resource Management
- Operations Management
- Project Management
- Sales and Marketing
- Security Management
- Small Business Management and Entrepreneurship
- Sustainability Management
- Technical Communication

Those with prior work or educational experience may also want to consider our Technical Management or Management degree programs, which are available with many of the same specializations.

### GENERAL EDUCATION COURSEWORK

At DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to prepare you to succeed in today's diverse and evolving workplace.

From day one, you can learn important analytical and communication skills, such as problem-solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

#### General Education Coursework:

- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Personal and Professional Development
- Social Sciences

### CORE-DEGREE COURSEWORK

*all*  
of these  
courses

ACCT-212	Financial Accounting
BIS-155	Data Analysis with Spreadsheets with Lab
BUSN-115	Introduction to Business and Technology
BUSN-319	Marketing
BUSN-379	Finance
COMP-100	Computer Applications for Business with Lab
ECON-312	Principles of Economics
MGMT-303	Principles of Management
MGMT-404	Project Management

*1*  
of these  
courses

BIS-245	Database Essentials for Business with Lab
ECOM-210	Fundamentals of E-Commerce

*1*  
of these  
courses

ACCT-344	Cost Accounting
ACCT-346	Managerial Accounting

*2-3*  
of these  
courses

These electives are chosen through academic advising from courses that are different from those used to meet any other graduation requirement. They may be selected from other courses in the Business Administration program, or from other courses listed in the academic catalog, provided prerequisites are satisfied.

General Education Coursework (credit hours)	50
Core-Degree Coursework (credit hours)	+ 46
Career-Focused Coursework (credit hours)	+ 31
Approximate Credit Hours Required for Graduation (Eight Full-Time Semesters to Complete)	127

Note: DeVry's academic catalog, available via [www.devry.edu/uscatalog](http://www.devry.edu/uscatalog), contains the most current and detailed program information, including graduation requirements.





# Bachelor's Degree Program Business Administration

## Specialization: *Sales and Marketing*

### ABOUT THIS SPECIALIZATION

The field of sales and marketing is driven by understanding the consumer and their buying motivation and behavior. Marketing and sales professionals develop relationships with customers in order to understand their needs and wants. They use this insight to develop pricing and promotions for products and services that resonate and motivate the consumer to purchase.

Sales and marketing professionals utilize a variety of tools to help them market and sell products and services. Marketers may utilize market research to collect, analyze and interpret information about the consumer. Sales people working in a territory, with the customer, can help gather important information to better market and sell products and services. Advertising and public relations can be used to expand the impact and reach of sales and marketing professionals to a larger audience.

As a graduate, you may be responsible for regional, national or even international marketing and sales efforts. Tasks you may perform to accomplish these efforts, include researching consumer behaviors, creating promotions, developing advertising campaigns and tracking purchase behavior.

Graduates of DeVry University's Business Administration program with a specialization in Sales & Marketing may consider careers including:

- Account Manager
- Advertising Manager
- Customer Service Representative
- Industrial Buyer
- Internet Marketing and Sales Manager
- Marketing Research Analyst
- Meeting and Convention Planner
- Product Manager
- Promotion and Public Relations Manager
- Retail Store Manager
- Sales Manager

According to the Bureau of Labor Statistics, employment of marketing and sales managers is expected to grow by 12 to 15 percent between 2008 and 2018, faster than the average for all occupations. According to its *Occupational Outlook Handbook*, "as the influence of traditional advertising in newspapers, radio and network television wanes, marketing professionals are being asked to develop new and different ways to advertise and promote products and services to better reach potential customers."<sup>1</sup>

<sup>1</sup>Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2010-11 Edition*, Advertising, Marketing, Promotions, Public Relations and Sales Managers, on the Internet at [www.bls.gov/oco/ocos020.htm](http://www.bls.gov/oco/ocos020.htm) (visited February 1, 2011).

<sup>2</sup>DeVry University, on the internet at [www.devry.edu/degree-programs/college-business-management/sales-and-marketing-about.jsp](http://www.devry.edu/degree-programs/college-business-management/sales-and-marketing-about.jsp).

<sup>3</sup>O\*NET OnLine, Advertising and Promotions Managers, on the Internet at [www.online.onetcenter.org/link/summary/11-2011.00](http://www.online.onetcenter.org/link/summary/11-2011.00) (visited February 1, 2011).

**In New York, DeVry University operates as DeVry College of New York.**

Program and course requirements and availability vary by location. Some courses may be available online only. Refer to the current academic catalog for more detailed information. DeVry University operates as DeVry Institute of Technology in Calgary, Alberta. DeVry is certified to operate by the State Council of Higher Education for Virginia. AC0060. DeVry University is authorized for operation by the THEC, [www.state.tn.us/thec](http://www.state.tn.us/thec). Nashville Campus – 3343 Perimeter Hill Dr., Nashville, TN 37211. ©2011 DeVry Educational Development Corp. All rights reserved. *Version 7/1/11*

For comprehensive consumer information, visit [devry.edu/bba](http://devry.edu/bba)

### KNOWLEDGE AND SKILLS

**ADVERTISING AND PUBLIC RELATIONS<sup>2</sup>** — Explore media relations, the media mix, media buying, promotions, methods for improving customer satisfaction, relationship-building strategies and ethics.

**SALESMANSHIP<sup>2</sup>** — Study forecasting and territory management; understand customer expectations and buyer behavior; gather feedback; communicate; budget and relate sales and marketing goals.

**INTERNATIONAL MARKETING<sup>2</sup>** — Develop international marketing programs and understand macro environmental factors that affect decision-making in an international setting.

**COMMUNICATIONS AND MEDIA<sup>3</sup>** — Understand media production, communication and dissemination techniques and methods including alternative ways to inform and entertain via written, oral and visual media.

**CREATIVITY, INNOVATION AND NEW PRODUCT DEVELOPMENT<sup>2</sup>** — Identify opportunities to use creativity and innovation to introduce and expand product lines in corporate and entrepreneurial ventures.

**MARKETING ANALYTICS<sup>3</sup>** — Monitor and analyze statistical data and market trends.

**CONSUMER BEHAVIOR<sup>2</sup>** — Analyze consumer purchasing behavior as it relates to the development of marketing programs, taking into account economic, psychological, cultural, cognitive and social factors.

**CUSTOMER AND PERSONAL SERVICE<sup>3</sup>** — Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

**ACTIVE LISTENING<sup>3</sup>** — Give your full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate and avoid interrupting at inappropriate times.

**SOCIAL PERCEPTIVENESS<sup>3</sup>** — Be aware of others' reactions and understand why they react as they do.

### CAREER-FOCUSED COURSEWORK

*all*  
of these  
courses

- MKTG-310 Consumer Behavior
- MKTG-320 Market Research
- MKTG-410 Advertising and Public Relations
- MKTG-420 Salesmanship
- MKTG-430 International Marketing
- SBE-330 Creativity, Innovation and New Product Development

*1*  
of these  
courses

- ECOM-340 Internet Marketing
- 3 HOURS Advanced course option

*all*  
of these  
courses

- BUSN-460 Senior Project

OR

*all*  
of these  
courses

- BUSN-462 Senior Project I
- BUSN-463 Senior Project II

Visit [DeVry.edu](http://DeVry.edu) or call 888.DEVRY.04

